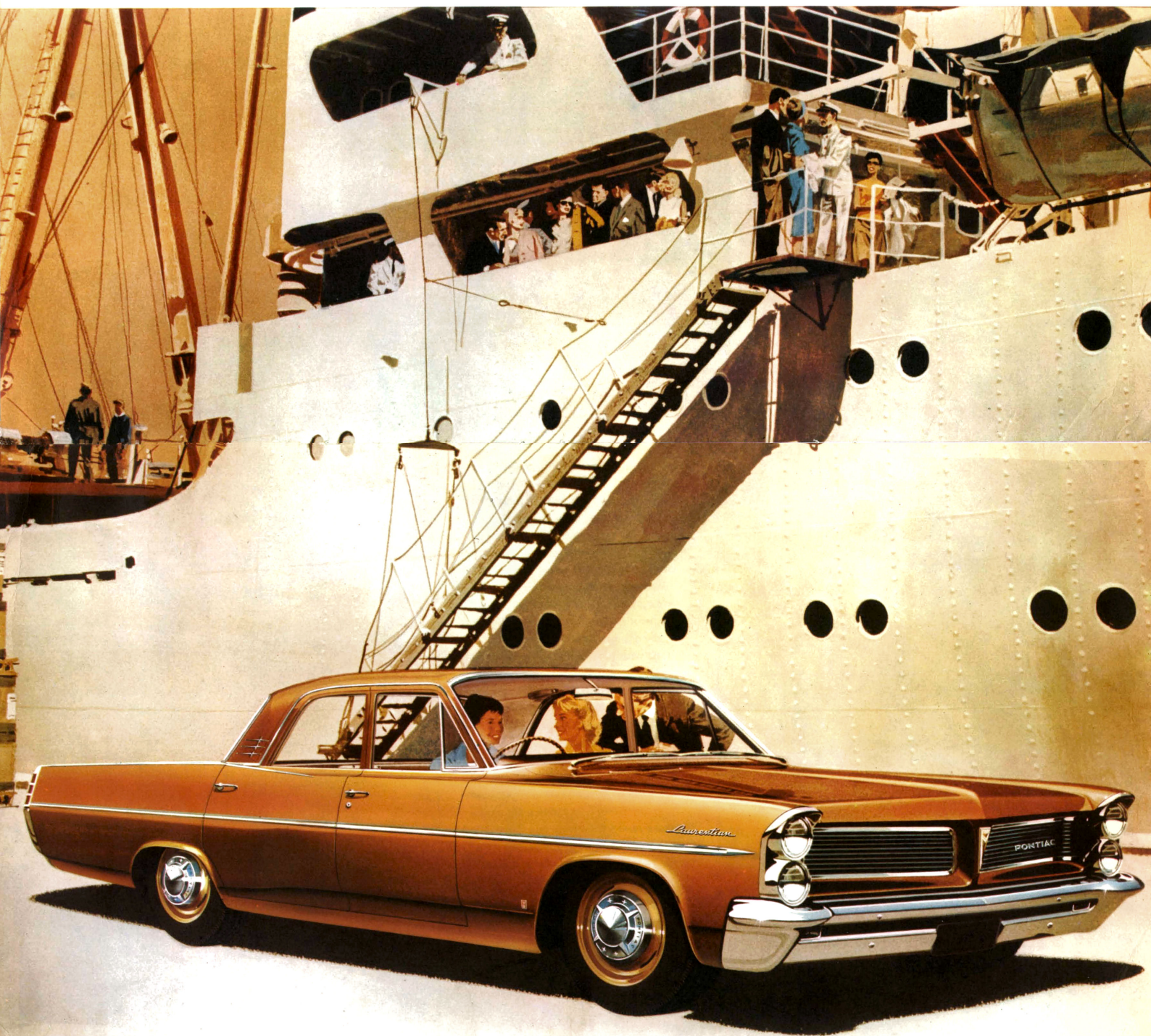


Pontiac
new splendor
matchless performance

This is the car for those who demand the finest in terms of motoring luxury—the new Pontiac Laurentian. It looks superb. It is superb. Everything about the Laurentian's appearance is borne out in its matchless performance. Note the impressive width of its body styling. This rightly suggests the stability

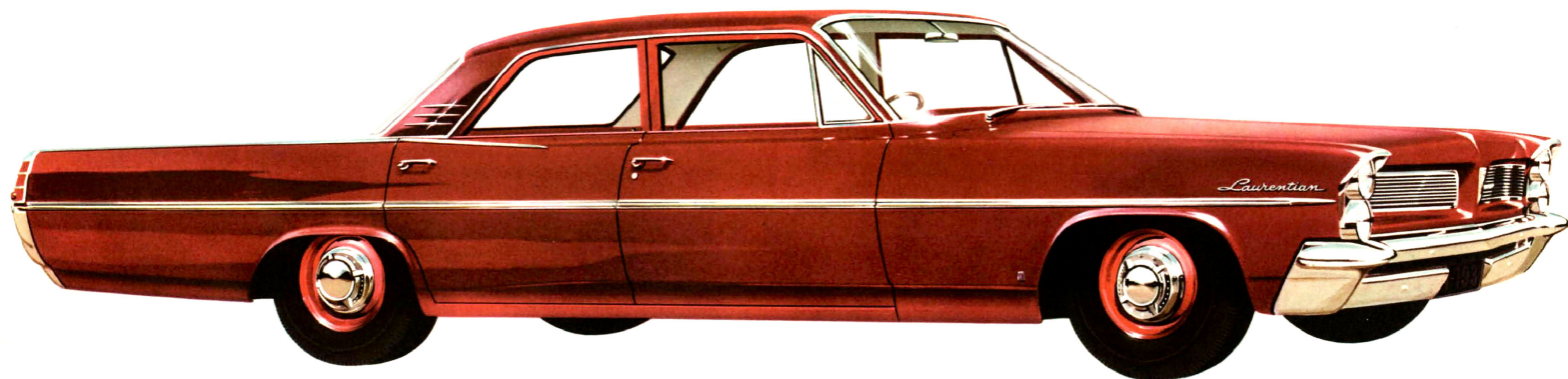
You'll know it immediately you take the wheel.

and road-clinging smoothness so characteristic of Pontiac. The long, low profile, too, is indicative of the spacious luxury of its well-appointed interior. The Laurentian is indeed an aristocrat—from the majestic power of its V8 engine to the 'think-for-you' responsiveness of its automatic transmission.



When you drive the new Pontiac Laurentian
you'll be thrilled by its ease
of handling. The steering is power-assisted,
so it needs only finger-tip
pressure . . . makes parking so much easier
in confined spaces. And the Powerglide
automatic transmission of the Laurentian
is so smooth, silent and immediately
responsive. Just two pedals—one for "go",
one for "stop". It's as easy as that.
It sets you a new standard in driving
pleasure . . . you arrive at your
destination fresh and relaxed even after
the longest journey. The 195 h.p.
V8 engine has ample power to provide that
important extra margin of safety
in all driving conditions. The new
power-brakes are vacuum-suspended
to provide safe, sure stopping power at a
touch of the toe. At all speeds
and on all road surfaces, the
Laurentian is steady and sway-free.
To drive the new Pontiac Laurentian
is to enjoy luxury motoring at its best.

*The New Pontiac Laurentian
is the car for those
who demand the finest in terms of
motoring luxury.*



When you drive the new Pontiac Laurentian you'll be thrilled by its ease of handling. The steering is power-assisted, so it needs only finger-tip pressure . . . makes parking so much easier in confined spaces. And the Powerglide automatic transmission of the Laurentian is so smooth, silent and immediately responsive. Just two pedals—one for "go", one for "stop". It's as easy as that. It sets you a new standard in driving pleasure . . . you arrive at your destination fresh and relaxed even after the longest journey. The 195 h.p. V8 engine has ample power to provide that important extra margin of safety in all driving conditions. The new power-brakes are vacuum-suspended to provide safe, sure stopping power at a touch of the toe. At all speeds and on all road surfaces, the Laurentian is steady and sway-free. To drive the new Pontiac Laurentian is to enjoy luxury motoring at its best.





From the driver's seat you'll enjoy a panoramic view of the road and passing scenery because of the wide sweep of curved safety glass. The instrument panel, designed in functional good taste presents you with an unobstructed view of the easy-to-read instruments, and includes an electric clock, a cigarette lighter, ashtray, and a lock up glovebox. Seats are impeccably tailored in genuine top-grained two-tone leather, generously foam padded and matching perfectly with the lustrous 'Magic-Mirror' Acrylic Lacquer exterior that keeps its beauty with next to no care. The deep-pile carpeting extends right through the front and rear compartments.

... Six adults can stretch out and enjoy really relaxed motoring, even over long distances. And there's more than enough room in the luggage compartment for all their luggage. The whole atmosphere is one of quiet luxury.

... Owning a new Pontiac Laurentian will give you great personal pride and satisfaction.

Specifications

Engine: 48 h.p. (R.A.C.) Overhead valve, V8, 9.25 to 1 compression ratio. Max. gross b.h.p. 195 at 4,800 r.p.m. Max gross torque 285 lb./ft. at 2,400 r.p.m. Cubic capacity 283 cu. ins. Bore and stroke 3.875" x 3". Aluminium alloy pistons. Full Pressure oiling system.

Fuel System: Two barrel downdraft carburettor with automatic choke. Dry element air cleaner. Fuel tank capacity 16.65 imperial gallons. Centrifugal and vacuum control of distributor spark advance.

Cooling System: Pressurised. Capacity 14.59 imperial quarts. 15.42 imperial quarts with heater. Core frontal area 387.2 sq. ins.

Electrical System: 12-volt system with Delcotron generator. 60-ampere hour battery.

Transmission: Powerglide automatic transmission. Two-speed hydraulic torque converter and planetary gears. Drive position selected with selector lever mounted on steering column. Five positions available. Selector sequence — Low, Drive, Neutral, Reverse and Park.

Body: Unisteel construction. Roof, sides and floor are all welded together to form a single, solid unit.

Frame: X design with heavy steel centre support for real strength, rigidity.

Suspension: Four independent coil springs with direct, double-acting hydraulic shock absorbers. Front and rear ride stabilizer.

Rear Axle: Semi-floating type with ratio of 3.55 to 1.

Brakes: Four-wheel vacuum power brakes. Mechanical parking brake. Total effective braking surface 186.2 sq. ins.

Steering: Hydraulic power steering. Ratios — Gears 20 to 1, overall 24 to 1.

Wheels and Tyres: Steel disc wheels, 7.50 x 14 — 4-ply tubeless tyres.

Dimensions: Wheelbase 119 ins. Overall length 210.4 ins. Width 78.8 ins. Height (laden) 55.5 ins. Track — front 60.3 ins., rear 59.3 ins.

Lights and Horns: Dual-sealed beam headlamps. Parking lamps. Tail lamps. Stop lamps. Rear licence plate light. Dome light. Dual-matched horns. Flashing turn signal lamps front and rear.

Reversing lamps. Glove box compartment light. Courtesy switches operated by front doors. Illuminated Transmission indicator quadrant.

Instruments: Speedometer, engine temperature and fuel gauges. Generator charge, oil pressure and high-beam warning lights. Variable indirect instrument cluster illumination.

Controls: 5 - position ignition lock with key turn starting. Light switch, air intake controls and control for two-speed twin electric windshield wipers. Automatic windshield washers.

Exterior: Anodized aluminium body side moulding. Curved windshield. Push button door handles. Front door locking key also operates ignition-starter switch, glove compartment lock and luggage compartment lock. 'Magic-Mirror' Acrylic Lacquer finish available in a range of single and two-tone colours.

Interior: Seat cushions and squabs upholstered in two-tone genuine leather. Polyether foam seat cushion pads in front and rear seats. Carpet on front and rear floors. Individually controlled ventilators at either side of dash. Ventipanes on front doors. Fresh air Heater-Demister fitted as standard equipment. Two extensible sun visors. Arm rests on all doors. Assist straps with coat hooks. Cigarette lighter in instrument panel. Ash trays. Rear-vision mirror. Electric clock.

The new Pontiac is covered by the GMH Factory Warranty of 12,000 miles or 12 months and the Owner Service Policy provides for 1,000 and 2,000 miles free services. Ask your dealer to give you full details about this. Ask, too, about the confidential hire purchase facilities available through G.M.A.C., General Motors' own hire purchase company.

Specifications and equipment subject to change without notice.

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